ORDER

37497 Orders Order / Rev: Alt Order #: 08875300 Product Desc: OBAMA/P/D Estimate: 1904

Flight Dates: 10/09/12 - 10/15/12 Original Date / Rev: 10/03/12 / 10/03/12

Order Type: **GENERAL**

KLAS Primary AE: Mike Jones

K-WAS Sales Office: Sales Region:

National

GMMB Name:

Buying Contact: Billing Contact:

> 1010 Wisconsin Ave NW Washington, DC 20007

Cash

Broadcast

Billing Cycle: EOM/EOC Agency Commission:

15%

Obama, Barack D-President Advertiser Name:

Revenue Codes:

Demographic: A35+ Product Codes: PO1 Priority: LV1

AGY, POL, CAND

New Business Thru:

Billing Type:

Billing Calendar:

Order Separation:

00:15:00

Advertiser External ID: Agency External ID:

Bill Plan

Agency

Start Date	e End Date # Spots Gross A		Gross Amount	Net Amount
10/01/12	10/15/12	39	\$28,125.00	\$23,906.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$28,125.00	\$23,906.25	0.00
Totals	39	\$28,125,00	\$23,906,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$28,125.00		
Market	100%	\$93,750.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$23,437.50		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$4,687.50		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/09/1:	2 10/15/12	CBS This Morning	g 7-9a CM	7-9a	MTWTF	:30	4	\$200.00LV2	0.00 NM	4	\$800.00
			CBS This Mornin	g								
CBS TH	IIS MORI	VING										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	09/12	10/15/12	MTWTF	4	\$200.00	0.00						
E 2 8	10/13/12	2 10/13/12	CBS Early Show	- Sat. CM	5-7a	S-	:30	1	\$95.00LV2	0.00 NM	1	\$95.00
			CBS Early Show	- Sat.								

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KLAS

37497 Order / Rev:

Obama, Barack D-President Advertiser:

08875300

OBAMA/P/D

10/09/12 - 10/15/12 Flight Dates:

Alt Order #:

Product Desc:

Estimate:

1904

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch End **Inventory Code** Break Start **CBS THIS MORNING SATURDAY Start Date End Date** Weekdays Spots/Week Rate Rating 0.00 10/14/12 ----5-\$95.00 Week: 10/08/12 \$300.00LV2 0.00 NM \$1,500.00 CM 9-10a MTWTF--:30 10/09/12 10/15/12 Live w/Kelly Live w/Kelly LIVE! WITH KELLY Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/09/12 10/15/12 MTWTF--\$300.00 0.00 0.00 NM \$1,625.00 8 10/09/12 10/15/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 5 \$325.00LV2 5 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week Rating Start Date **End Date** Weekdays Rate MTWTF--Week: 10/09/12 10/15/12 \$325.00 0.00 10/09/12 10/15/12 1230-2p Soaps/ LMAD CM 1230-2p MTWTF--:30 \$375.00LV2 0.00 NM \$375.00 1 Soaps / Let's Make A Deal THE BOLD AND THE BEAUTIFUL Start Date **End Date** <u>Weekdays</u> Spots/Week Rating Rate 10/15/12 MTWTF--0.00 Week: 10/09/12 \$375.00 8 10/09/12 10/15/12 The Talk 2-3P CM 2-3p MTWTF--:30 \$375.00LV2 0.00 NM \$375.00 The Talk THE TALK Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF--Week: 10/09/12 10/15/12 \$375.00 0.00 10/09/12 10/15/12 Ellen CM 3-4p :30 MTWTF--\$425.00LV2 0.00 NM 5 \$2,125.00 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/09/12 10/15/12 MTWTF--5 \$425.00 0.00 10/13/12 10/13/12 Politics Now S Sebelius CM Various ---s-:30 \$275.00LV2 0.00 NM \$275.00 Politics Now S Sebelius (5:30 PM-6:00 PM) **POLITICS NOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$275.00 0.00 E 10 10/14/12 10/14/12 Sun 530-6p Ins Ed Wkn@M 530-6p ---**-**-5 :30 \$165.00LV2 0.00 NM \$165.00 Inside Edition Wknd INSIDE EDITION Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ----S \$165.00 0.00 10/09/12 10/15/12 8 News Now 4p M-F CM MTWTF--4-5p :30 \$450.00LV2 0.00 NM 3 \$1,350.00 8 News Now 4p M-F (4:30 PM-5:00 PM) 8 NEWS NOW AT 4PM & 430PM **Weekdays** Spots/Week Start Date End Date Rate Rating Week: 10/09/12 10/15/12 MTWTF--3 \$450.00 0.00 E 12 8 10/09/12 10/15/12 630-7p Inside Edition CM 630-7p MTWTF--:30 \$325.00LV2 0.00 NM 2 \$650.00 Inside Edition INSIDE EDITION **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/09/12 10/15/12 MTWTF--\$325.00 0.00 F 13 10/09/12 10/15/12 7-8p Rotator CM 7-8p MTWTF--:30 \$350.00LV2 0.00 NM 2 \$700.00 7-8p Rotator ET/INSIDER Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/09/12 10/15/12 MTWTF--\$350.00 0.00 8 E 14 10/13/12 10/13/12 Sat 7-8p - ET Wknd CM 7p-730p ----S-:30 \$220.00LV2 0.00 NM \$220.00 Insider Weekend **ET WEEKEND Start Date End Date** Weekdays Spots/Week Rate Rating 10/14/12 ----5-Week: 10/08/12 \$220.00 0.00 10/09/12 10/15/12 137-237a M-F Elec Plyg@M 137-207a MTWTF--:30 2 \$40.00 LV2 0.00 NM 2 \$80.00 Electric Playground (1:37 XM-2:37 XM) **E PLAYGROUND**

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KLAS

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OBAMA/P/D

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1904

Start/End Time Days Amount **Inventory Code** Break Len Spots Rate Pri Rtg Type Spots Ln Ch Start End \$80.00 137-237a M-F Elec Plyg@M MTWTF--:30 \$40.00 LV2 0.00 NM 10/09/12 10/15/12 137-207a E 17 8 Electric Playground (1:37 XM-2:37 XM) **E PLAYGROUND** Weekdays Spots/Week Rate Rating Start Date End Date MTWTF--0.00 10/15/12 \$40.00 Week: 10/09/12 0.00 NM \$50.00 ----S-\$50.00LV2 Sat 1235-135a DaVinci I6M 12.35a-1.35a :30 1 10/13/12 10/13/12 (12:35 XM-1:35 XM) Da Vinci Inquest **DAVINCI** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 10/14/12 ----S-\$50.00 0.00 10/14/12 10/14/12 Su 1205-105a House CM 1205-105a ----s :30 1 \$40.00LV2 0.00 NM \$40.00 E 19 8 Crimetime Saturday **CRIMETIME** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/08/12 10/14/12 \$40.00 0.00 Thu 9-10p CM 9-10p ---T---:30 1 \$9,450.00LV1 0.00 NM N 20 8 10/11/12 10/11/12 \$9,450.00 Big Bang / Two 1/2 Men Spots/Week **End Date** Weekdays Rating Start Date Rate Week: 10/08/12 10/14/12 ---T---0.00 \$9,450.00 N 21 8 10/11/12 10/11/12 Thu 10-11p CM 10-11p ---T---:30 1 \$8,000.00LV1 0.00 NM \$8,000.00 Person Of Interest Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating ---T---\$8,000.00 Week: 10/08/12 10/14/12 0.00 10/11/12 10/15/12 8 News Now 6a M-F M--TF--:30 \$250.00LV3 N 22 8 CM 6-7a 0.00 NM 1 \$250.00 8 News Now 6a M-F Start Date **End Date** Weekdays Spots/Week Rate Rating M--TF--Week: 10/09/12 10/15/12 \$250.00 0.00

> Totals \$28,125.00